

**INTERNATIONAL TRAINING WEEK - « HERITAGE, TOURISM AND LOCAL  
DEVELOPMENT »  
NOVEMBER 15-19 2021 | BORDEAUX**

- In-person reception of 15 international participants.
- Simultaneous broadcast of the workshops on Wednesday 17, Thursday 18 and Friday 19 November. Pedagogical contents will be transmitted to the online participants regarding the introduction of the theme presented the first day.

**MONDAY NOVEMBER 15 – Bordeaux City Hall – Salon Didier Boucart**

**9h30-10h – Opening of the International Training Week**, in the presence of Sites & Cités remarquables, Bordeaux City Hall, the Ministry of Europe and Foreign Affairs and the Ministry of Culture.

**10h-10h15 – Presentation of the program of the International Training Week**

**10h30-12h30 – Presentation of the international participants**

*12h30-14h30 : Lunch*

**14h30-17h30 – Introduction of the theme of the Week "Heritage, tourism and local development"**, in the presence of experts, national representatives and French local authorities.

**TUESDAY NOVEMBER 16 – Field visits in member cities of Sites & Cités remarquables**

- How, on the scale of the territories, is a heritage and tourism offer built?
- What actions are put in place to animate all the heritage?
- How can heritage be a lever for attractiveness and development?

**WEDNESDAY NOVEMBER 17 – Bordeaux City Hall – Salon Didier Boucart [\* Simultaneous broadcasting]**

**9h30-12h30 – WORKSHOP N°1 : Welcoming visitors on a territory.**

- What kind of quality welcome can be offered on the territories?
- How does accommodation guarantee the visitor experience, especially in heritage sites?
- How to improve access to heritage destinations?
- What role does mobility play in the frequentation of tourist sites?

In partnership with:

12h30-14h30 – Repas

**14h30-17h30 – WORKSHOP N° 2 : Setting up tools and actions to promote heritage.**

- Which actions can be set up for the enhancement of heritage?
- How to adapt the tools to the different scales (historical site, city, extended territory...)?
- How can the heritage offer help to develop tourist traffic?
- How can we adapt the proposed tools to the different expectations of visitors?

**THURSDAY NOVEMBER 18 – Bordeaux City Hall – Salon Didier Boucart [\* Simultaneous broadcasting]**

**9h30-12h30 – WORKSHOP N°3: To lead a territorial development project from the heritage (method, implementation and feedback).**

- What methodology can be followed to set up a territorial development project based on heritage?
- How can a global project reconcile heritage preservation and local development?
- How to associate all the actors to the project?
- What initiatives can be developed in this framework?

12h30-14h30 – Lunch

**14h30-17h30 – WORKSHOP N°4: Developing new approaches and innovative experiences of heritage valorization.**

- How can heritage be a framework and a place of inspiration for the development of new activities?
- How does sustainable and solidarity-based tourism contribute to the enhancement of heritage?
- What participatory approaches can be put in place to preserve and enhance local heritage?

**FRIDAY NOVEMBER 19 – Bordeaux City Hall – Salon Didier Boucart [\* Simultaneous broadcasting]**

**9h30-12h – WORKSHOP N°5 : Promoting heritage destinations.**

- How to know visitors' expectations and trends in heritage tourism?
- How to develop tourism promotion tools?
- What role does digital technology play in the offer and promotion of heritage destinations?
- How to evaluate the touristic impact of heritage?

**12-13h – Conclusions of the International Training Week**

13h-15h – Lunch

**15h30-16h30 – Visit of Bordeaux**, with the discovery of the actions carried out in the field of heritage tourism and the development of the city's heritage.